

Choice Hotels International Opens Cambria Suites Hotel in Madison, WI

New Upscale, Select Service All-Suites Brand Perfectly Combines Form and Function to Meet the Needs of Today's Travelers

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SILVER SPRING, Md.

Choice Hotels International today announced that the Cambria Suites hotel in Madison, Wis. opened on July 23, 2009. Cambria Suites hotels are designed for guests who want to take their lifestyle with them when traveling, and hotels feature a stylish design with guest suites that are 25 percent larger than standard hotel rooms. The 121-suite Cambria Suites hotel is owned by Madison CS Hospitality, LLC and operated by HP Hotels. As of June 30, 2009, there are 18 Cambria Suites hotels open and over 60 under development nationwide.

"We are excited to open the Cambria Suites hotel in Madison," said Kevin J. Lewis, president, Cambria Suites. "This property is the third in Wisconsin, and will complement our Green Bay and Appleton properties nicely."

A grand opening celebration is being held September 24, 2009 at the hotel and will be attended by representatives of Choice Hotels, Madison CS Hospitality, HP Hotels, area businesses and many members of the Madison Chamber of Commerce. Presentations will be made by Choice and Madison CS Hospitality executives.

Cambria Suites hotels are smoke-free and every suite features separate work and living areas with ergonomic chairs, movable desks, luxury linens, and Bath and Body Works products. The all-suites hotels offer the latest in technology, including a 52-inch television in the open, airy two-story lobby and each suite includes two flat-screen LCD televisions, a CD/DVD player, and MP3 jacks. The suites offer MediaHub™ plug-and-play technology allowing guests to connect their laptop, MP3 player, game console, digital camera, or CD/DVD player hassle-free. Free high-speed wired and wireless Internet access is available throughout the hotel, so that guests can stay connected when on the road.

"We are privileged to be opening a Cambria Suites hotel here in Madison," said Robert C. Rehm, Jr., Madison CS Hospitality, LLC. "Madison is a burgeoning market for business and leisure travel alike, and this Cambria Suites makes a great addition to the city."

Like all Cambria Suites hotels, the Madison hotel features Reflect, a dining and gathering area serving a dinner menu, liquor, wine, beer, and a barista bar featuring Wolfgang Puck coffee, and a hot breakfast buffet; Refresh, a state-of-the-art fitness center with a resort-style indoor pool and hot tub/spa area; and Refill, a 24-7 convenience store that offers energy drinks, organic snacks, and sundries as well as freshly prepared grab-and-go gourmet salads and sandwiches.

The hotel also features over 1,000 square feet of meeting space, with the largest of the property's 3 meeting rooms able to accommodate up to 40 attendees. All Cambria Suites hotels are committed to operational excellence and feature the Cambria Pledge, an unconditional 100-percent-satisfaction guarantee.

HP Hotels Inc. will manage this property along with 5 of the other 18 open Cambria Suites hotels and several other Choice Hotels properties. "We really enjoy working with the Cambria Suites teams at the local hotel level and with the outstanding national sales and marketing teams that Choice Hotels provides," said Kerry V. Ranson, president/CEO, HP Hotels. "Cambria delivers a lodging experience and product that brings guests back time and time

again -- making our job on the front line easy."

The Madison hotel is located near local attractions like Lake Monona, the Dane County Farmers' Market, and the Monona Terrace Community and Convention Center. The hotel can be reached via phone at (608) 241-7070 or via fax at (608) 241-9090. For more information on Cambria Suites, visit cambriasuites.com.

About Choice Hotels

Choice Hotels International franchises more than 5,800 hotels, representing more than 475,000 rooms, in the United States and more than 30 countries and territories. As of March 31, 2009, 896 hotels are under construction, awaiting conversion or approved for development in the United States, representing 70,381 rooms, and an additional 111 hotels, representing 9,114 rooms, are under construction, awaiting conversion or approved for development in more than 15 countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels Web site, which may be accessed at www.choicehotels.com.

About HP Hotels

HP Hotels Inc. is a hotel management company founded in June, 2002 by Mike Hines & Chiman Patel. HP Hotel's ownership consists of Chiman Patel, Mike Hines, Kerry Ranson, Joe Powers and a silent partner.

The goal of the company is to operate quality hotels that provide for the needs of our guests through our highly valued and trained team members. It is our goal to ensure that our team members have the proper training and tools to be able to perform their hotel management responsibilities to the utmost professional service standards. Today, we are achieving these goals with measured success.

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